

Celebrating 375 Years

April 2021 — June 2022



An Anniversary Journal

Composed by The Andover 375th Anniversary Committee

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Letter from Alex Vispoli

Town of Andover

Select Board Chair and Liaison to
375th Anniversary Committee

To the Andover Community:

As the Town of Andover's 375th Anniversary comes to a close, I think about what a special place Andover is and always had been. It is a place full of people who care. They care about where they live, and they care about their fellow residents. The strength of a community is dependent on its members' willingness to connect with each other. The strength of the Andover community was never more evident than during the celebrations of Andover's 375th Anniversary.

Our Town is lucky to have talented and hardworking volunteers who value Andover for its robust history and want to contribute to its bright future. The call for volunteers for a 375th Committee in the



of special events and celebrations that showcased what Andover has to offer and why it is such a special place to call home.

The Committee chose the theme "Andover Thrives at 375." The Committee thrived, and continuously adapted, holding over 50 planning meetings, many of which were remote, and organizing events under the pressures of gathering limitations, COVID-19 variant surges, and the unknown of the public's willingness to gather together at this unprecedented time. Although the strength of our community was tested during our anniversary year, the small events and larger celebrations planned by the Committee provided all with a renewed sense of community and pride. Residents young and old were able to gather outside Old Town Hall to celebrate the 375th's End of Summer event, come together to discover the unique offerings in our historic neighborhoods of Shawsheen and Ballardvale for Community Day and Ballardvale Day, say goodbye to 2021 and ring in the New Year of 2022 in the downtown with horse-drawn carriage rides, ice sculptures, music, marionettes, and fireworks.

winter of 2021 yielded residents from all walks of life excited for the opportunity to serve. The Committee was appointed in the middle of the COVID-19 Global Pandemic and faced numerous challenges in their planning. The Committee persevered and rose to all challenges presented to them, providing their community with a year

I want to thank the Committee for their dedication to Andover and for their foresight to plan community events and celebrations that could



be enjoyed by those of all ages. Their ability to adapt throughout the year, and approach major challenges with creativity and enthusiasm did not go unnoticed by the Select Board and all residents of Andover.

We are very lucky to have such talented people who devote their time, knowledge, and passion unconditionally to our town. The 375th Committee proved that as a community “Andover Thrives at 375.”

Thank you!!

Sincerely,
Alexander J. Vispoli, Chair
Andover Select Board



Letters from the 375th Committee Chairmen

Buzz Stapczynski

Committee Chair (June 2021 -2022)

The Town of Andover has been celebrating the anniversary of its incorporation by the Massachusetts Great and General Court every 25 years for at least the past 100 years. The year 2021, our 375th anniversary year, was no exception.

The Coronavirus 2019 (COVID 19) worldwide pandemic and the associated governmental and health restrictions, however, delayed the formation of the 375th Anniversary Committee until the late winter of 2021.

The Town Manager and Select Board formed the committee with the mission of planning and conducting a series of programs, activities and events to celebrate our milestone anniversary. Looking back now, several months after our last event, the 375th Anniversary Committee persevered through this unprecedented pandemic which presented special challenges and at the same time unique opportunities. This report summarizes the work of the Committee and the various sub-committees which made our 375th so very successful.



We were fortunate to have Paul MacKay as our first Chair. The COVID 19 restrictions prevented in-person meetings, so we met virtually, via the Internet. Paul was the perfect leader; he got us organized and we formed into several sub-committees (Events, Publicity



and Fundraising), brainstormed to create a list of possible programs and events, developed a logo, and agreed upon a slogan, “Andover Thrives at 375”.

In the summer of 2021 Paul was appointed to the Town’s Finance Committee and had to relinquish his membership on the committee. I was selected to replace Paul and benefitted from all the groundwork that was done with him as our Chair.

All of our members took on leadership roles on our three sub-committees and were the project managers on the twelve Anniversary programs, activities and events that we sponsored. The committee was fortunate to have eleven major sponsors whose generous donations allowed us to present all the events for the community – free of charge! This was especially true for our fabulous 375th First Night Celebration which, in most other communities, have fees for the entertainment venues. In fact, some First Night Celebrations around the state were cancelled due to COVID-19.

When we started, we were not sure if we could have any celebration or events to mark the 375th. COVID-19 was prevalent in Massachusetts and our residents were following the best medical advice; get vaccinated, limit social contact, practice social distancing, wear a mask, wash your hands frequently, use hand sanitizer, etc. By the end of summer and into the fall the inoculation rate in Andover was high but the infection rates were increasing as well. There was a question whether or not we could

actually have our First Night Celebration, as public gatherings were limited during the holidays. The Town health officials allowed us to have the event with certain precautions in place for the indoor venues and our programs and entertainment on the afternoon and evening of December 31st was an overwhelming success, enjoyed by young and old alike. The weather was great - and everything was FREE!

As we ended our activities in June, the Committee was honored by the Andover Rotary Club with their 2022 Citizens Who Care Award for the outstanding achievements of this volunteer committee. We were recognized for all the successful and well-attended events we provided for the community.

Despite the year-long threat of COVID-19 we planned our events with safety precautions in place and all were of the events very well organized, highly attended and very successful, thanks to our dedicated 375th Anniversary Committee members: Tom Adams, Joe Halpern, Melissa Litton, Paul MacKay, Joann Michalik, Richard Padova, Bill Pennington, Susan Pokress and a very special thank you to Ann Ormond, the Town's Director of Business, Arts and Cultural Development. She was our staff liaison and did a marvelous job of keeping us on task!

Respectfully submitted,

Buzz Stapczynski



Paul MacKay

Committee Chair (February, 2021-June, 2021)

After graduation from the University of British Columbia in Vancouver, B.C., in 1974, my wife and I moved to Toronto, Ontario, where I had accepted a position in work in the IBM Research Lab. When I retired my passport we sported stamps from 93 unique countries, and I had visited many dozens upon dozens of times.

In September, 1993, my business career brought me to Massachusetts and my family settled in Andover, where we have lived ever since. A number of years prior to retirement I began participating in a variety of programs and volunteer activities at the Andover Senior Center and the Council on Aging, and served as the lead raising funding for the renovation and expansion of the Andover Senior Center. I became seated on a number of other town committees including the Revenue and Expenditure Task Force and the Elder Services Task Force.

And that leads to the 375th Anniversary Committee. As soon as I read the announcement of the formation of the 375th Committee, ideas of what wonderful things might be done to celebrate this auspicious occasion, as well as the incredible organizational and fiscal challenges of pulling it off in the timeframe allotted, flooded into my mind and I knew I wanted to serve, and lead the charge. And as it turned out, the other appointed members of the committee agreed. Time was our enemy; the enemy of fundraising, event planning and execution. The committee faced the Herculean task of pulling off something of which they, and the



citizens of Andover, would be proud. There was no time to lose. The team literally had to get cracking the day the committee first met, figure out the events, estimate the cost, make the list of funding targets, and jump into action. I knew this had to be a sprint, not a marathon, and I kept that in the forefront of my mind every minute of every day that I was a member of the committee, and the Committee was up to the task! Each and every member of the committee brought to the table creative ideas, unbounded energy, dedication and a heightened sense of urgency. In a matter of days, the high-level plan was struck; in just a few weeks the key events were detailed and fundraising begun. Never has any team of which I've been a member been more up to the task than was the 375th Anniversary Committee. And rarely, in my experience, has a result been more memorable. I'm glad to have had the opportunity to play a small role in it.

375th Anniversary Committee, take a bow! Actually, take a few. You deserve it.

Paul MacKay



375th Anniversary Committee

Buzz Stapczynski, Chair
Tom Adams, Clerk
Joe Halpern (not pictured)
Rich Padova
Bill Pennington
Susan Pokress
Melissa Litton
Joann Michalik
Alex Vispoli, Town Select Board Liaison
Ann Ormond, Town Staff Liaison



Pictured Left to Right): Alex Vispoli, Rich Padova, Bill Pennington, Joann Michalik, Susan Pokress, Melissa Litton, Buzz Stapczynski Ann Ormond, Tom Adams

375th Anniversary Committee

Buzz Stapczynski, Chair

(July, 2021-June, 2022)

Reginald “Buzz” Stapczynski has 40 years of public service experience at the local, county and state levels of government. He retired in 2015 after serving as Andover’s Town Manager for 25 years, the longest serving Town Manager in the Town’s history.

After he retired as Town Manager, he followed the correct protocol for retired managers who still live in the community in which they managed and he stayed off of official town boards or committees. Buzz did, however, accept an invitation to serve on A.V.I.S.’s (the Andover Village Improvement Society) Board of Trustees. In addition, he serves on the board of the Andover Chamber of Commerce.

In the winter of 2021, he was asked to join his Town’s 375th Anniversary Committee. It was a natural committee to join, as Buzz was Town Manager in 1996, the Town’s 350th anniversary year.

When asked about how he felt looking back at 375th Anniversary Committee and what it accomplished, Buzz remarked, “My whole career in public service has been about building and developing community. By community I mean providing our residents, families, the kids, the adults and visitors with a sense of place, a sense of welcoming, a sense of belonging and a place where all can enjoy the benefits of Andover in a friendly and safe environment. I’m proud of our committee and our wonderful members because of what we were able to accomplish with our programs, activities and events, from the beginning at the End of Summer Event and Community Day in September, to First Night, to the last event, the Classic Car Show in late June. I think our motto sums up our 375th year pretty well, Andover Thrives in 375.”

Tom Adams, Committee Clerk and Publicity Chair

A retired executive and 26-year Andover resident, Tom brought extensive experience managing communications, media, public and government relations, and customer service to the committee.

A seasoned writer and editor, Tom’s volunteer work includes a long-standing column, Andover Stories, in the local newspaper, the Andover Townsman. He is now in his 12th year serving on the Andover Center for History & Culture Board of Directors and active on several Town committees.

Joe Halpern, Melissa Litton, Social Media Chairs

An Occupational Therapist by profession, Melissa Litton has been involved in town-related events for many years. She has volunteered at South Church, Ironstone Farm and on the Parent Teacher Advisory Committee at Andover High School. Melissa



also continues her important work with Andona, including its annual Clown Town event which raises and distributes funds enhancing the educational, athletic and cultural enrichment programs offered to young people in Andover.

Joann Michalik, Finance and Fundraising Chair

Joann Michalik is a retired Managing Director of Deloitte Consulting LLP. She joined Deloitte in 2012 following a 30-year career as a consultant and manufacturing executive. Over this time, she has helped manufacturers deploy innovative solutions, advanced technologies and process improvement to transform business performance and results. Joann presently serves on the Andover Preservation Commission and is a past board member of the Andover Historical Society, now the Andover Center for History and Culture.

Rich Padova

Rich Padova, M.Ed., M.A, is a professor at Northern Essex Community College at both the Haverhill and Lawrence campuses where he teaching courses in U.S. history, American government and politics. During the summer, Rich is a historical tour interpreter at Lawrence Heritage State Park, where

he provides guided museum tours of the visitors' center, walking tours of the downtown historic mill district, and narrated boat tours of the Merrimack River.

Rich's contributions to the event provided the script and narration for the tours of historic points in town for Community Day on September 25, 2021; creating and hosting "Andover Jeopardy" for First Night on December 31, 2021; presenting "Presidential Visits to Andover" as a public lecture on April 3 2021 along with a display of related campaign items from his personal collection during the month of April, 2021 at Memorial Hall Library. In addition, Rich, as our resident historian, wrote the script for the historic downtown Church Walking tour in June.

Bill Pennington, Member-at-Large

A long-time Andover resident, Bill is a familiar face around town and has been an active force in making Andover, and our world, a better place to live. Bill is the founder and race coordinator for the annual Run for the Troops 5K, honoring the sacrifices made by soldiers to preserve our democracy. Several thousand participate in the race each year.



Andover High Football Team



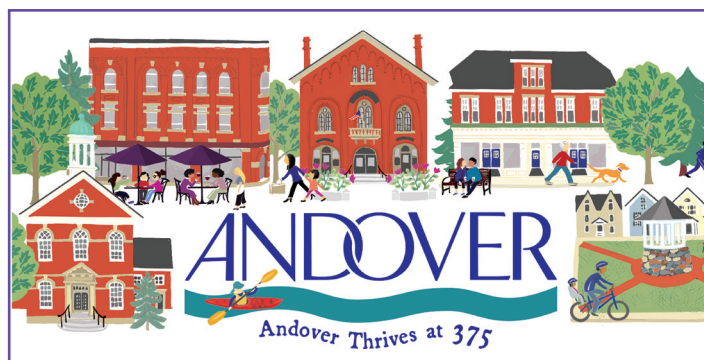
Andover Chinese Charm Circle

Perhaps Bill summed up the Committee's work the best, "It was a rare opportunity to bring joy to our community. The smiles I saw on so many faces made it all worthwhile."

Susan Pokress, Events Chair

Following her two-decade career as a Travel Advisor at Addison Travel, Susan felt the need to get more involved with the town. The opportunity to help create a public celebration of Andover's 375th birthday was irresistible. Susan joined the committee and was appointed its Events Chair.

"Our theme, Andover Thrives at 375, definitely conveyed the message we wanted everyone in Andover to celebrate. I have learned so much town history and have also learned how much diversity exists within our town."





Blanketing Andover with 375th Lawn Signs

375th Events

Why Do You Love Andover? April 2021

The first “mission” was to establish an identity, a look and a theme. Through social media – principally Facebook and Instagram – and the 375th page on the Town of Andover website and through supporters including the Robb Senior Center and Memorial Hall Library began getting the word out on the streets...literally.

A suggestion for a theme by Melissa Litton at an early committee meeting inspired our theme “Andover Thrives at 375. Over the course of several meetings reviewing and refining the artwork, a logo was approved and Vicky Enright was commissioned to design the logo.

The committee posted a survey on the Town and Memorial Hall websites asking readers to respond to the following questions. Over 400 responded. Here is a sample of their responses:

“I am so excited after being couped up the past year!”

“Andover always pulls out all the stops. I can’t wait!”

“It will be wonderful to gather together as a community again.”

The second committee goal was to deliver 375th lawn signs to the first 375 people who responded. The committee also placed lawn signs around the heavily traveled areas of Andover, among local retailers, restaurants, and businesses. Over 375 lawn signs began appearing all over town.

End of Summer at Old Town Hall September 10, 2021

The first 375th Anniversary event was the committee’s chance to make that critical “first impression” and set the tone for the balance of the events throughout the coming year. Downtown Andover was papered with flyers and signage and social media was flooded with posts publicizing the event.

The “End of Summer” was all we hoped it to be. The epic night of music, beer, wine, food and street performers, all took place in the parking lot behind Old Town Hall. Attended by an estimated and enthusiastic crowd of 2,000, the main attraction was the Ben Knight Band.

For the youngsters, a juggler on a unicycle and a magician performed throughout the evening. Vendors brought in refreshments and beverages.

The event also brought others into town for dining and shopping. Main Street was booming! It was a perfect evening to be out-of-doors!

Andover Thrives Community Day at Lower Shawsheen Playground September 25, 2021

The mission of the 375th anniversary celebration was to bring our town residents together. Since the onset of the COVID-19 pandemic 18-months earlier, the lives of the average person had turned upside down. The “new normal” was working from home, kids attending school via the Internet, and news that got worse by the day. The goal planning this

community gathering was to have a carnival-type event with literally something for everyone. Music, stage performances, field games for the young-at-heart and dozens of booths with information on town businesses, schools, civic organizations, and the town History Center.

As evening fell, the committee thought a full-length family-oriented movie might work. And finding something unique and memorable for the Grand Finale.

The Andover Thrives Community Day, was held at the Lower Shawsheen playground located at the corner of York and Balmoral Street in Andover’s historic Shawsheen neighborhood.

The event began mid-morning and stretched until nearly nine that evening with fun and excitement for young and old alike. Among the daytime activities:

- Games for kids and families.
- Over 100 interactive, informative sponsor and non-profit booths, including the town’s Mobile Town Hall, set up around the track.
- A Touch-A-Truck area for the kids (and adults!) with vehicles from the Andover Police, Fire and Public Works Departments.



Laser Light Show at Andover Thrives Community Day



Andover Chinese Charm Circle



Challenge Me, Inc. Light Display

- Guided one-hour trolley tours of historic Andover sites running throughout the day.
- “Up,” the full-length animated feature film was shown on a large outdoor screen with easy viewing for all.
- An amazing laser light show followed the film
- The grand finale displayed a breathtaking illumination of the Shawsheen River and Shawsheen Playground created by Challenge Me, Inc.

Complimentary parking was made available at nearby Andover Landing (the old Brickstone Square) with regular shuttle service to the event throughout the day and evening. Admission to Andover Thrives Community Day was free!

List of Performers

Andover Choral Society
 Andover Chinese Charm Circle
 Sunrise Singers
 The Misfit Artist Company

Free Christian Church
Real School of Music
Creative Arts Dance Academy
Andover School of Ballet
AHS Show Choir
Many Cultures, One Community,
Andover Public Schools,

A few comments following the Community Day gathering.:

“This is everything we hoped this day would be,” said Susan Pokress, the Event Chair on the 375th Committee. “It brought out families and senior citizens. We have lots of vendors and people playing games and performing all day. ”Hundreds of people gathered throughout the day with the largest crowds coming mid-day after many of the local soccer games, Pokress said. “We wanted to throw a party and Andover delivered,” said Ann Ormond, the town’s director of business, arts and culture. “It was a very successful event, especially for the first really large 375th event. We had a lot of support. From the Andover Chinese Charm Circle to the Andover Choral Society and the high school’s



Challenge Me, Inc. Light Display



Andover Choral Society



Black Eagle Band

show choir there was something for everyone and it was all local entertainment, which was how it should be celebrating Andover,” she said.

“We ended the night with the Destination Imagination illuminations all around the park, you could see the units up close and beautiful. That with the movie and the laser light show to cap off the night, it was a magical event,” Ormond said.

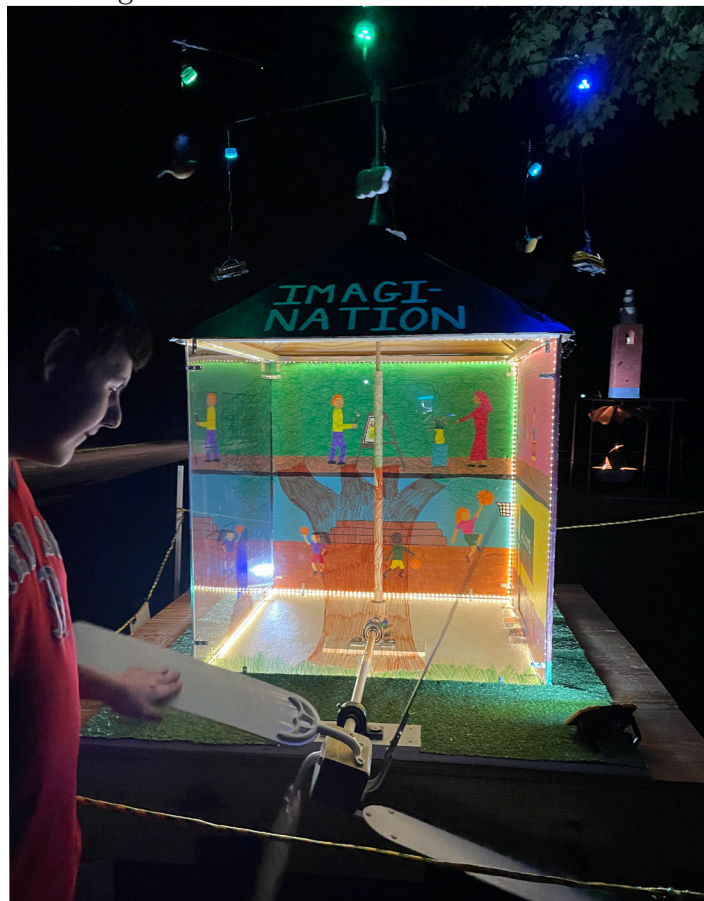
Andover First Night!

New Year’s Eve, 2021 to New Year’s Day, 2022

The 375th Committee wanted to end 2021 with a BANG! New Year’s Eve would present much the same challenges as each previous event – namely the current status of the COVID-19 pandemic, the local weather and if people would actually come out and celebrate the end of Andover’s 375th year. Big questions. Following many meetings sorting through various ideas, the committee settled on the experience of other towns, including Boston, who had put on past “First Night” productions and adding a unique Andover flavor, we pushed on ahead. COVID-19 and the weather aside, the

logistics were massive.

First Night Andover! scheduled 42 events over



Challenge Me, Inc. Light Display

nine hours at multiple venues throughout town - Veterans Memorial Auditorium, The Robb Center, Cormier Youth Center, The Park, Old Town Hall, Main Street, Free Christian Church, activities and hiring security to monitor all doors would be sufficient for the 375th committee to proceed. Andover First Night! was a “go!”

December 31st arrived quickly. The weather was warm, in the 40’s, and clear. The warm weather’s only impact was the four ice sculptures, and it was minimal – the sculptures were gorgeous! Otherwise, it proved to be a perfect afternoon and evening for fun – indoors or out! Andover First Night! was segmented into family activities in the afternoon from 3:00 to 6:00 pm, a kid’s Noise Parade at 6:00, followed by Fireworks and evening entertainment until 12:00 midnight.

All 42 events were free. Given the multiple sites, we can only estimate attendance at several thousand.

The ice sculptures by Brilliant Ice were a huge hit. Each sculpture represented a theme of the event. Andover’s “Diversity



Brilliant Ice Sculptures



Finn McCool Band



First Night Noise Parade

and Inclusion” was represented by six houses of worships in ice. “Conservation and Green” became a 16-foot logo in front of Old Town Hall. “Innovation and Industry” became a cog wheel. But the best ice sculpture was the ice demonstration in The Park. “Brilliant Ice” fascinated all ages with a six-foot dinosaur, including reptile scales.

Horse drawn wagon rides were another huge hit! While the rides did have long lines – the wait was well worth it! There’s just something magical about getting in a wagon to have a casual ride around The Park that attracts all ages!

The crowd loved the Noise Parade! The Andover High School Pep Band led families with over 1,000 noise makers and a bagpiper the last performer to pass. Gathering in front of the Town Offices, the noisy participants paraded around The Park, to the Youth Center, and back to the front of Town Hall. Over 2,000 souls made noise to celebrate the New Year!

The Cormier Youth Center was hopping with “DRAGON KING” presented by the Tanglewood Marionettes, Trend N Motion Hip Hop Dancers,

and juggler-extraordinaire Bryson Lang.

The Robb Center started off with Casino Night with hourly donated prizes for winners, followed by Andover Jeopardy and entertainment provided by Finn McCool Band. Andover Jeopardy was fun as contestants were asked questions about Andover’s history led by historian and 375th committee member, Rich Padova.

Veterans Memorial Auditorium hosted New Black Eagle Jazz Band and Koliba Afro Pop. Old Town Hall was host to juggler Peter Panic, George the Magician, and rock band, Entrain.

Off-site locations had some great events, too. Free Christian Church hosted Snow Much Fun for kids, it was packed! ELEV802 hosted a full-house of skaters to an open skating and skills contest. And Knights of Columbus had a series of kid’s activities, including bubble stomp.

In a post-mortem meeting, several committee members remarked how sore their feet were following First Night. They calculated they walked a collective 150,000 steps or about seven-miles



Entrain Band at First Night

hosting the event!

Presidential Visits-Memorabilia & Lecture April 3, 2022

Did George Washington really sleep in Andover? Did Franklin Pierce actually have a “summer White House” on Central Street? Why did Teddy Roosevelt come to Andover after he left office?

To find out the answers to these questions and more, our very own Rich Padova answered those questions in an informative public lecture. Free to the public, the lecture was given in Memorial Hall Library’s Civil War Memorial Room - one of Andover’s most beautiful and historic rooms concluding with a raffle.

Rich also provided fascinating presidential memorabilia from his private collection displayed in a glass case on the library’s main floor.

Historic Downtown Church Walking Tour and Fanfare into Summer

June 18, 2022

As one of the closing activities of Andover’s year-long 375th anniversary celebration, a historic walking tour of downtown churches was held on Saturday, June 18, 2022. The walking tour was researched and written by Rich Padova and conducted by 375th committee members Buzz Stapczynski and Tom Adams. The tour began at Christ Episcopal Church followed by St. Augustine’s, First Baptist, Free Christian, Unitarian Universalist, concluding at South Church on Central Street. A brief history of each church was given at each stop. Immediately following the tour, a public concert at South Church, “Fanfare into Summer,” was performed and well-attended.





Sponsor Thank You Party

Sponsor, Donor & Volunteer Appreciation

June 22, 2022

Traditionally, town anniversary celebrations are funded by donors and sponsors. Together with volunteers, they are the lifeblood of these public events. Such celebrations would be impossible to stage without their financial support and the dedication of volunteers manning each event. From the earliest days planning the year-long anniversary celebration, it was clear that an event recognizing the contributions made by our sponsors and donors and the many volunteers who made each event possible was a must do. The committee envisioned the event telling the story of those who lived on the land we call “Andover” before the first European settlers arrived on our shores in the 1600s. The event, themed “Those Who Came Before Us,” was a tall order to fill and we needed help to bring our vision to life.

Our Events team found an enthusiastic partner in the Robert S. Peabody Institute of Archeology, a learning center and archaeological collection located on the campus of its parent institution, the Phillips Academy. Founded in 1901, the institute holds archaeological materials collected by Peabody from Native American cultures. The

institute encourages young people’s interest in the sciences, and fosters respect and appreciation for the Native American peoples who have inhabited that hemisphere for thousands of years. It was a perfect fit!

Our 75 guests were greeted by members of the committee and welcomed in brief remarks from our committee chair and local politicians. The evening was then turned over to the Peabody staff who delivered a fascinating lecture on the history of the native peoples who lived in North America, and here in the Merrimack Valley, for thousands of years before the arrival of the European colonists.

Following the lecture, Peabody Institute staff remained on hand for the balance of the event to explain the many artifacts placed on display and their significance. A diorama exhibit displaying a tribal village, typical of those found in the Merrimack Valley prior to the arrival of European colonists, fascinated our guests. Attendees also had the opportunity to view a map and see where their home or work place in Andover relates to the original Andover settlements.

Near the end of the evening, one guest remarked “...that I had no idea what Andover was like before our ancestors came over. It was an amazing experience. I learned a lot more tonight than I did



Peabody Institute of Archeology Diorama

in school!”

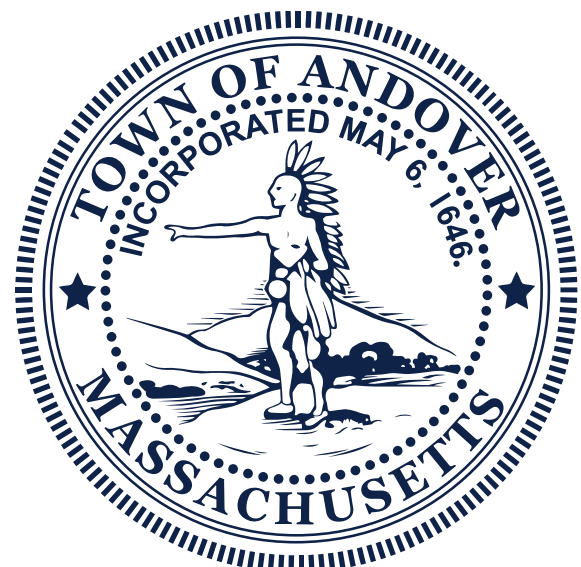
Our guests left understanding what their support meant to the 375th celebrations. Everyone went home with an enriched appreciation for *Those Who Came Before Us*.

In 1899, the General Court of Massachusetts passed a law requiring that all cities and towns establish a town seal that should be managed by the respective Town Clerks. (An Act to Establish) (For Every Seal)

Andover’s Town Seal has undergone several reincarnations changes since when the first seal was created. In 2021, The Town of Andover formed a Town Seal Review Committee. The Committee charged with reviewing the existing town seal and soliciting public input in and develop recommendations that may result in modifications to the Town Seal. Any proposed change by the Town would require a vote at the 2024 Town Meeting.

Should you wish to learn more about the Andover

Town Seal and the progress of the Town Seal Review Committee, please consult the reference points listed on page 25 of this Journal.



New England Spring Classic Car Show

June 26, 2022



During the committee's earliest event planning discussions, Paul MacKay and others suggested hosting a classic car show. From there the idea blossomed. Understanding the complexity of planning, financing and ultimately hosting such an event, we knew we needed help. We quickly found that the Andover Center for History and Culture (ACHC) was the perfect fit.

The 375th committee and the ACHC formed a joint committee including representatives from other key town stakeholders. Importantly, the committee hired a car show producer experienced in running classic car shows in the Merrimack Valley.

Over the course of several months, the car show

committee met regularly and brought shape to the overall plan. The end result proved that our guess was right – Andover loves classic car shows.

Andover's New England Spring Classic Car Show attracted a fabulous array of Classic Cars lining the streets of beautiful downtown Andover – and filling the large parking lot on Main Street – and drew thousands to downtown Main Street on a beautiful summer day!

Some 200 Show Cars were displayed, all were pre-1989 vehicles including Hot Rods, custom cars and trucks, classic cars, muscle and a display of classic Corvettes. Paul MacKay hosted a lecture on the history of "America's Sportscar," the Chevrolet Corvette. The show also included a 50/50 raffle, entertainment and trophies awarded for best cars on display.





Pumps Pond

Andover 375th Anniversary Hiking Challenge

The Andover Village Improvement Society (AVIS) and the Town's Conservation Commission teamed up to celebrate the Town's 375th anniversary by offering a challenge...hike 20 AVIS and Conservation properties between July 1, 2021 and May 6, 2022 and those who complete the hiking challenge earned an official 375th anniversary backpack!

The challenge was met by 51 people! These individuals hiked the main trails of 10 AVIS properties and 10 Conservation properties during this 11-month period.

These folks got outside and saw parts of Andover some never knew existed. One participant commented, "I usually only walk the AVIS trails, and it was good to see all the additional and beautiful trails owned by the Town."

The 51 finishers hailed from five area towns; 45 were from Andover and the remaining six were from four other towns.

The 375th Anniversary Committee want to thank the three organizers of the Hiking Challenge, Kay Frishman and Annie Gilbert from AVIS and Ellen Townson from the Town's Conservation Commission.

AVIS RESERVATIONS

Deer Jump Reservation
 Goldsmith Woodlands Reservation
 Anne Rawlins Green Reservation
 Hammond Reservation
 Indian Ridge Reservation
 Harold R. Rafton Reservation
 Sanborn Reservation
 Skug River Reservation
 West Parish Meadow Reservation
 Vale/Shawsheen River Reservation



Boardwalk on an AVIS Reservation

TOWN CONSERVATION LANDS

Bellevue Reservation
 Carmel Woods Reservation
 Doyle Link Reservation
 Lightning Tree Reservation
 Sacred Heart Reservation
 Pole Hill Reservation
 Mary French Reservation
 Virginia Hammond Reservation
 Pumps Pond/Foster's Island Reservation
 Retelle Reservation

Media – Print, Radio, Internet & Social

Over the course of the 375th Anniversary year, the committee recognized that a strong, consistent media presence was essential to the success of the celebrations. Our fear, however, was that the COVID-19 pandemic, could severely minimize

public turnout.

Clearly, we needed support from a wide spectrum of media platforms. The more publicity we could get the better. For print we relied heavily on the Andover Townsman and the Lawrence-Eagle Tribune. The Townsman ran several articles monthly, the Lawrence-Eagle Tribune covered the larger events including First Night.

The committee also contracted with 92.5 FM radio “The River” and ran spot ads and PSAs prior to the major events.

On the Internet we communicated frequently through the Andover Patch. The 375th and Andover Townie Facebook pages, Instagram and the Town of Andover and Memorial Hall Library websites.

Time Capsule

Looking Forward to Andover at 400!

As we close this anniversary journal, and look ahead 25 years to 2046 and our town’s 400th birthday, we have a few thoughts to share.

Presuming that the Town of Andover follows its historical precedents and puts on a celebration of its 400th anniversary, we wish the committee planning and staging the celebrations all of the support and enthusiasm our committee has enjoyed. It made a seemingly impossible task far easier to accomplish.

Among our wishes for the 400th is that the town (and world) is not in the midst of a pandemic! Suffice it to say, it complicates things. Fear of contracting the virus affected everything. Volunteers, sponsors and donors - the lifeblood of such events - were hard to come by. It is difficult to attract talent to entertain. There was always the heightened probability of cancellations – and we had our share. We found that the pandemic-related rules and regulations (i. e. social distancing and wearing face masks, limited occupancy, among others) while mandated added a shadow of doubt that a given event would actually occur.

Get as early a start as possible. Assemble the committee and begin the long planning process, critical fundraising and publicity at the earliest

possible date. Starting the process two years in advance of May 6, 2046 is good; three years is more ideal. The 375th committee had a scant 90-days to get under way before the first event, “What do I love about Andover.” Consider, too, the talent the committee needs to make the celebrations a success. Get the very best people you can the attract.

An early and ongoing presence in the media was critical to the success of the 375th and will be for the 400th - getting the public’s attention and keeping it will be a challenge. The 375th focused on getting coverage on a wide range of media platforms – print and online articles appearing in the Andover Townsman, Lawrence-Eagle Tribune and Andover Patch; social media posts Facebook and Instagram; utilizing the reach of the Town through their website and Memorial Hall Library; partnering with organizations like the Andover Center for History and Culture; and just old school marketing with flyers and posters, lawn signs and banners visible throughout Andover. It takes vigilance, but it works!

Give considered thought to merchandising. The committee recognized early on that 375th commemorative merchandise would play a role in creating revenue. Past anniversary celebrations were successful in providing attendees with something to take home. It was also important to have an Andover retailer display and sell the

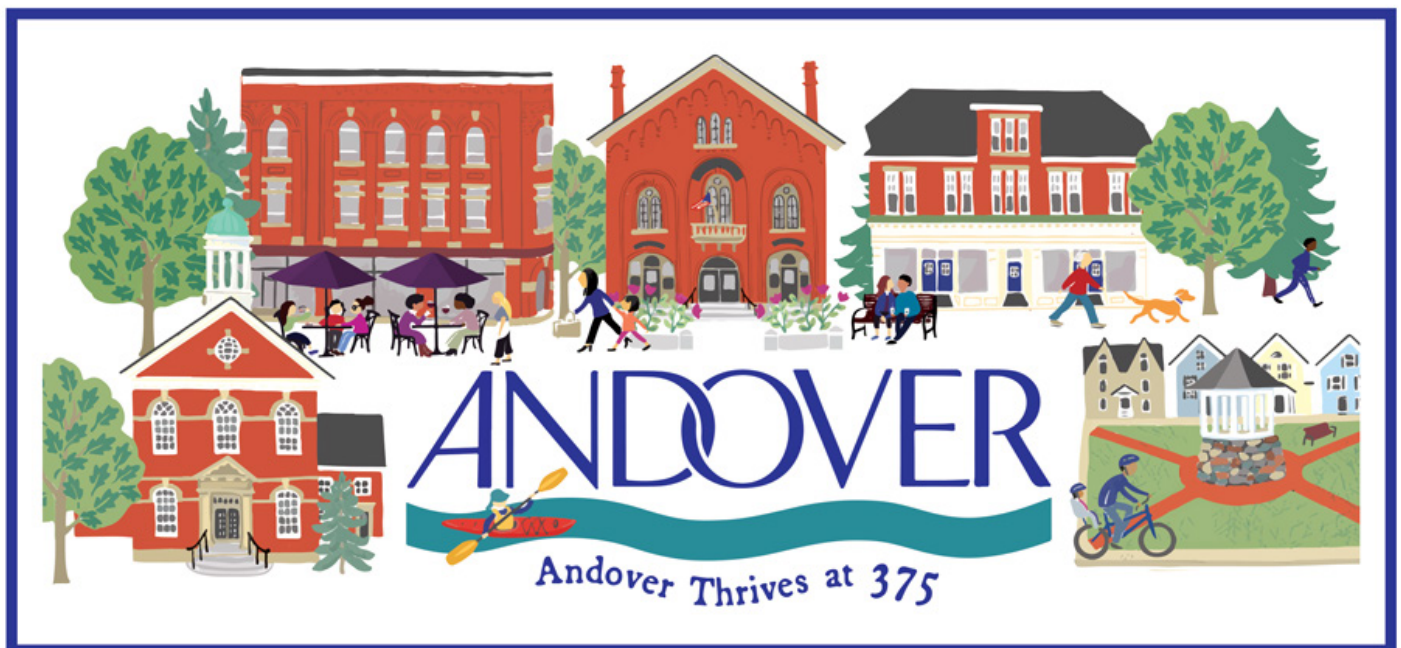
merchandise.

The Andover Collection on Main Street stepped up. They proved a great partner helping select the merchandise - tee-shirts, mugs, wooden shelf sitters, candles, dish cloths, magnets, car magnets and stickers. 375th merchandise was prominently displayed in the Andover Collection’s shop windows and throughout the store.

The 375th was able to attract not only volunteers, sponsors and donors but also a partner - the Andover Center for History and Culture - to help us with the New England Classic Car Show. It was a huge success because we did it together. The Memorial Hall Library was also a great partner in our “Presidential Visits to Andover’ lecture. And last but not least, we hope that weather stays on your side. The 375th was blessed with great weather throughout. The majority of our events were outdoors and attendance was fantastic!

Andover’s 375th celebration would not have been possible without the faith of the Town Select Board and the support of our Town staff. The committee thanks each of them for their extraordinary efforts and enthusiasm.

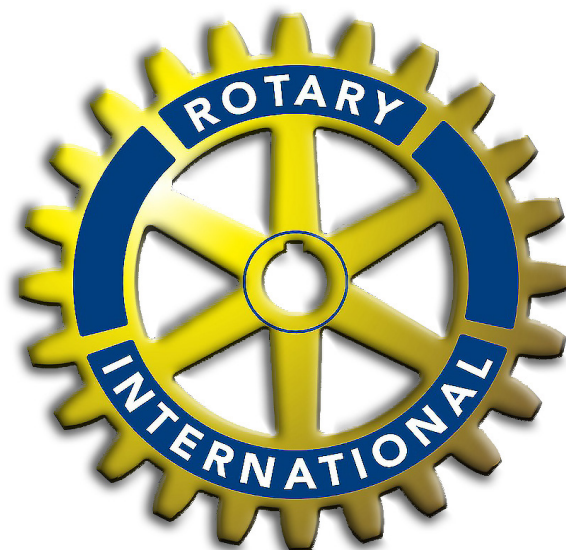
Ever-present were the folks behind the scenes, recording the 375th events for posterity. Andover TV did a magnificent job capturing this piece of Town history and providing public access through their website and their cable television station. We





in over a year, the celebration truly raised the spirits of the town.

The committee expresses its sincere gratitude to local historian Gail Ralston for her wise council.



ROTARY CLUB of ANDOVER
"where doing good is serious fun"

thank them.

Perhaps the ancient Celtic prayer sums up our wishes for the 400th Anniversary Committee...

"May the road rise up to meet you. May the wind be always at your back. May the sun shine warm upon your face; the rains fall soft upon your fields...until we meet again".

Citizens Who Care Award

Citizens Who Care is the Rotary Club of Andover's longest running program that honors outstanding community volunteers. Since 1996 the Rotary has honored 10 people each year who have contributed to the local community through their extraordinary volunteer contributions. In May, 2022, the Rotary saluted members from various organizations and groups for their outstanding work to our community.

The 375th Anniversary Committee was honored for its work creating and bringing to life a year-long celebration of the town's 375th birthday. Managing not only the usual complexities of planning and creating events, the committee also contending with the ongoing worldwide COVID-19 pandemic. Drawing literally thousands of residents out of their homes for the first major public events in Andover

An Anniversary Journal

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References:

For more information about the Andover 375th Anniversary committee, including its meetings and events, we suggest you consult the following resources:

Andover TV: <https://andovertv.org/375th-anniversary-committee>

Andover Townsman: <https://www.andovertownsman.com/>

Lawrence Eagle-Tribune: <https://www.eagletribune.com/>





